

**Communication and Community Outreach Committee**  
**June 2, 2011**  
**11 N. Washington Street, Suite 450 Conference Room, Rockville, Maryland**  
**Meeting Notes**

Members Attending: Elaine Binder, Morty Davis, Chuck Kaufman, Barbara Mulitz, Nhora Barrera-Murphy, Marcia Pruzan, Spencer Schron, Judy Welles

Topic	Discussion Points	Decisions/follow-up
<b>Update</b>	Barbara Mulitz and Odile Saddi have been in discussions with Sandy Spring Bank re printing of resource directory for seniors based on CASSA product.	<b>Action:</b> CCO will review different versions of a senior resource brochure at the next CCO meeting and make a recommendation to Executive Committee on which format to follow for possible funding/printing by Sandy Spring Bank.
<b>Recommendations of Reingold Report</b>	CCO reviewed the eight recommendations of the Reingold report and identified several recommendations that have been implemented already by the County, others being worked on, and several areas for follow-up.	<b>Action:</b> Draft letter to the Communications Workgroup of the Senior Sub-Cabinet about need to develop a consistent design element for County senior publications so resource materials for seniors are more readily recognized. This will be done after recommendations resulting from the next CCO meeting.  <b>Action:</b> There is a need to develop human interest stories to depict use of senior services, especially for media outreach.  <b>Action:</b> A request will be made to <b>Patrick Lacefield to share his strategic plans to communicate with diverse groups.</b>
<b>Private Funding for Printing of County Publications</b>	CCO discussed appropriate procedures to pursue private funding for County senior publications.	<b>Action:</b> All offers of private funding of County senior publications should be handled in Committee then recommendation made to Executive Committee. Odile also needs to be involved.

<b>Definition of Stakeholders</b>	<p>The Committee discussed the definition of stakeholders. Stakeholders were perceived as 1) influencers of decision-makers and 2) providers of services and programs serving seniors. Stakeholders disseminated information and solicited assistance and funding for senior services. In reality there is a spectrum of stakeholders with different functions. Stakeholders could include chambers of commerce, fraternal organizations, and faith-based organizations. Part of this planning must include how to outreach to diverse groups such as diverse ethnic seniors and others.</p>	<p><b>Action:</b> The discussion of the definition of stakeholder will be continued at next CCO Committee meeting. Nhora will discuss Hispanic outreach and what organizations/media might be critical.</p>
<b>Seniors Today</b>	<p>Michael Bruen is writing press releases each month for Seniors Today.</p> <p>Michael Bruen is sending out the DVDs to Senior Centers. Some senior centers are showing the DVDs but not all. Recreation Department is working with other centers to ensure that the DVDs are shown. Vital Living Committee is working to have them shown at Riderwood. Elizabeth Brooks-Edwards will explore showing them at Leisure World.</p> <p>Once it is determined that the DVDs are being shown regularly an effort will be made to work out some sort of evaluation as to satisfaction with the shows, what people would like to see, etc.</p> <p>Michael Bruen is also trying to get IT to add topics to the list of archived shows, which at present are listed by number.</p> <p>The next Seniors Today program will feature the Farmers' Market and Pro Bono work. The June taping for the July program will have Jay Kenney speaking on Montgomery County demographics and the budget, a representative of the Montgomery County Agricultural Fair, and a speaker on assisted devices.</p>	
<b>Next meeting</b>	<p>There will be a special CCO meeting on June 30 to continue the discussion on 1) defining stakeholders, 2) identifying additional stakeholders to be added to the list of stakeholders, and 3) reviewing various resource directories for seniors with an emphasis on seeking consistency in County publications for seniors.</p>	<p>Special CCO Meeting on Thursday, June 30, at 9:30 a.m. at The Wisconsin condominium board room.</p>